

S. No.	Name of the Post	Total Promotions
9.	OEM	1
10.	SM(F)	1
11.	M(F)	4
12.	DM(F)	8
13.	SO(A/cs)	6
14.	Sr. Acctt.	8
15.	GM(P)	1
16.	SM(P)	4
17.	DM(P)	7
18.	SO(P)	16
19.	Sr. Asstt.	14
20.	Asstt.	3
21.	Secy. & GM(Admn.)	1
22.	PS to CMD	5
23.	APS	8
24.	PA	3
25.	Sr. Driver	2
26.	Liaison Supdt.	1
27.	Liaison Coord. Asstt.	1
28.	Elect-cum-Plumber	1
29.	Record Keeper	2
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India as Tourism Destination

762. SHRI SITARAM KESRI: Will the Minister of TOURISM be pleased to state:

(a) whether Government propose to take some concrete steps to make India as a 'tourism destination' in the next millennium; and

(b) if so, the steps taken/proposed to be taken in this direction and the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (KUMARI UMA BHARTI): (a) Yes, Sir.

- (b) the following steps have been taken/proposed to be taken:
 - (i) Aggressive promotional measures to focus on cultural heritage as well as pilgrim tourism.
 - (ii) Extensive use of Information Technology measures to improve tourist information.
 - (iii) Use of direct promotional methods like mailers, etc.
 - (iv) New strategies to bring about focus in the marketing campaign such as:
 - (a) Laying stress on new market segments like NRI/ethnic etc.
 - (b) Special promotional campaign promoting India in Summer/Monsoon months.
 - (c) Aggressive promotion of Yoga/Ayurveda for mental and spiritual health on the pattern of SPAS in Europe.
 - (d) Promotion of Explore India Millennium Year and Khajuraho Millennium celebration.
 - (v) Formation of Society called 'Destination India' in co-ordination with Travel and Tourism industry to promote India in Overseas Markets.

Development of Adventure and Eco-Tourism in Orissa

763. SHRI ANANTA SETHI: Will the Minister of TOURISM be pleased to state:

- (a) whether the State of Orissa has vast potential for the development of adventure and eco-tourism;
- (b) if so, the steps taken by Government during last three years to develop adventure and eco-tourism;
- (c) the proposals mooted in that regard for Ninth Five Year Plan; and
- (d) the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (KUMARI UMA BHARTI): (a) Yes, Sir.